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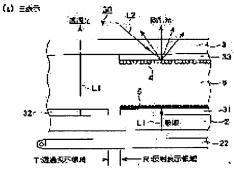
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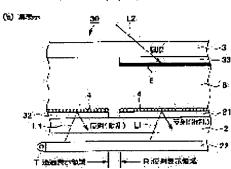
## (54) ELECTROPHORETIC DISPLAY DEVICE AND ELECTRONIC EQUIPMENT



## (57)Abstract:

PROBLEM TO BE SOLVED: To provide an electrophoretic display device which can secure excellent visibility irrelevantly to the lightness in use environment.

SOLUTION: The electrophoretic display device 1 has an electronic ink layer 6 containing many white electrified particles 4 and many black electrified particles 5 between an upper substrate 3 and a lower substrate 2 and also has a transmission display area T and reflection display area R in one pixel constituting a display pattern. In the transmission display area T, white display and black display are switched according to whether white electrified particles 4 and black electrified particles 5 are present or not and in the reflection display area R, white display and black display are switched by attracting the white electrified particles 4 or black electrified particles 5 to the upper substrate 3.



## **LEGAL STATUS**

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